



United States
Department of
Agriculture

Risk
Management
Agency

May, 1998



Visual Management Guide

The RMA Symbol

Its Purpose and Use

Risk Management

RMA

For The 21st Century

Risk Management Identity/ Purposeful Communication

All organizations have an identity in the eyes of their public, whether or not an organization attempts to form one. These identities are derived from cumulative judgements of responses to products, services, personal contacts, and perceived mission. To create a positive perception, an organization must make an effort to present itself in a consistent and clear manner with understandable communication materials.

The reason for creating an identity for the Risk Management Agency (RMA) is to present an image that is purposeful rather than one that appears to have happened by chance. Applying the RMA symbol throughout the agency's information materials demonstrates a standard of visual consistency for all of the agency's endeavors, and reduces cost by gaining economy of scale.

Meaning

The RMA symbol has two elements. It contains the acronym for the agency's name, RMA, and a slogan. The slogan, "Risk Management for the 21st Century," stands as a qualifier for the agency's mission.

Uses

The RMA symbol shall be used in all information materials for all media generated by the agency. This includes print material (stationery, publications, posters, advertising, banners, and the like), dimensional material (exhibits, trade shows, seminars, conventions, sign systems), and electronic material (video, home pages, interactive exhibits).

Relationship to the Department of Agriculture

The RMA symbol is a representation of one of the Department of Agriculture's many agencies. When

used with the USDA symbol, it shall always appear as a subset (one of the agencies) of the Department, except for special functions. When used with the symbols of other agencies of USDA, it should be displayed in an equal manner or as may be agreed upon with another agency.

With Private Sector Partners

With private sector partners the RMA symbol may be displayed as appropriate, with the following caveat: The RMA symbol shall not be displayed in a manner that constitutes warranty of private sector organizations, products, services, or endeavors unless there is a legal agreement to do so. It shall not be displayed in a manner that could be construed as favoring one private sector organization or product over another. Written permission must be obtained from the RMA's Office of Public Affairs.

Basic Symbol



Typical Signatures



Risk Management Agency
United States Department of Agriculture

The Risk Management Agency and the Federal Crop Insurance Corporation

The Risk Management Agency has jurisdiction over the following Federal Crop Insurance Corporation functions: "1. Supervision of the Federal Crop Insurance Corporation; 2. Administration and oversight of all aspects, including delivery through local offices of the Department, of all programs authorized under the Federal Crop Insurance Act (7 U.S.C. 1501 et seq.); and 3. Any pilot or other programs involving revenue insurance, risk management savings accounts, or the use of the futures market to manage risk and support farm income that may be established under the Federal Crop Insurance Act or other law." The Risk Management Agency symbol shall be used for all RMA materials, except FCIC Board activities and FCIC financial audits.

The Symbol, the Agency's Signature, and Manner of Display

Symbol. The basic symbol is the RMA acronym with the slogan positioned inside a dark circular background.

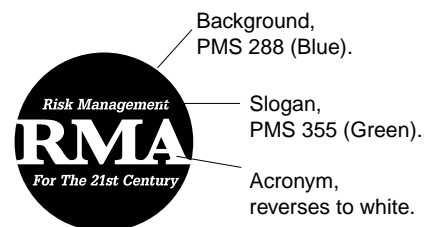
Signatures. When the symbol is displayed with the name of the agency and the Department, the agency's signature is formed. The proportion of the acronym in the circle, and the manner of the agency and department name is fixed by design. Do not attempt to re-create them in any manner. Camera-ready board art and electronic files are provided.

Color

Generally, the RMA symbol shall be shown in one color, usually black. The symbol has a color version for use with two colors, and for multiple-color information materials.

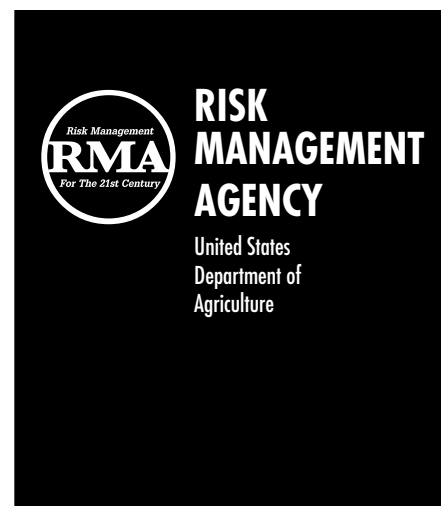
The colors for the RMA symbol are specified in the Pantone Matching System (PMS), and the universal standard for multiple-color printing, CMYK. (C=Cyan, M=Magenta, Y=Yellow, and K=Black).

For two-color materials the colors are PMS 355 (green) and PMS 288 (blue). For multiple-color printing the blue and green are obtained by "building" with four colors. Thus: PMS 355; C=100, M=0, Y=91, K=6. PMS 288; C=100, M=65, Y=0, K=30.

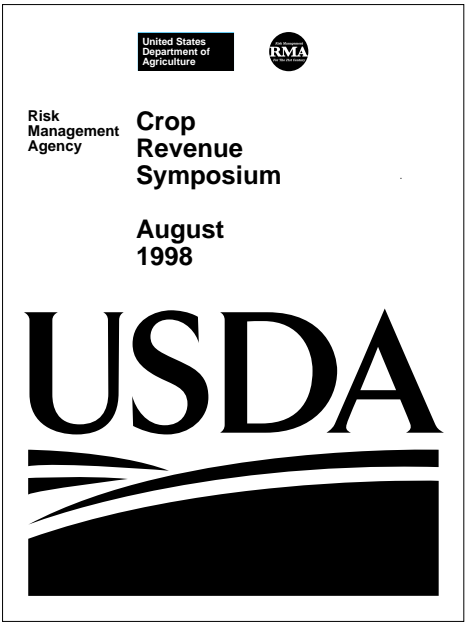


Signature Reversed

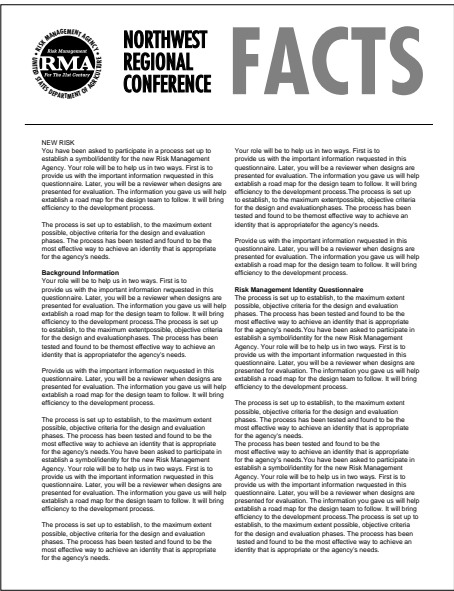
When the symbol and signature is presented on a dark background, place a white field behind the symbol and reverse the signature. The symbol is never printed negative.



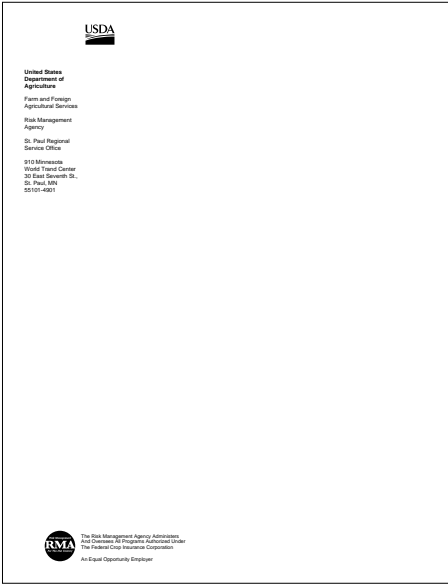
Typical Applications for the RMA Symbol/ Print Media
These applications represent typical styles for RMA information products. Materials for national public distribution, such as the information folder and the official letterhead shown below, adhere to the Department's Visual Management System.



Information Folder



Fact Sheet



Letterhead



Table Card